Program Description

The BA in business provides an innovative, transdisciplinary approach to learning, which broadens career options upon graduation. Not only do students acquire a strong grounding in the principles of business, they also immerse themselves in coursework outside the business school, supplementing the business degree.

Students in the program learn how to apply core business knowledge in one of the following disciplines:

- agribusiness (global agribusiness)
- business administration
- Chinese language and culture
- communication
- food industry management
- global leadership
- global logistics management
- global politics
- human resources
- law
- public service and public policy
- retail management
- Spanish language and culture
- sports and media studies
- statistics
- sustainability
- technology
- tourism

At a Glance

- **College/School**: W. P. Carey School of Business
- **Location**: Polytechnic campus, Tempe campus, West campus
Required Courses (Major Map)

2019 - 2020 Major Map
Major Map (Archives)

Admission Requirements

General University Admission Requirements:

All students are required to meet general university admission requirements.  
Freshman | Transfer | International | Readmission

Additional Requirements:

Freshman admission requirements for this program are the same as the university's freshman admission requirements.

Readmission requirements: Students must have a 3.00 transfer GPA (if applicable) and a 3.00 cumulative ASU GPA.

Transfer Admission Requirements:

Transfer applicants must have a 3.00 GPA for all transfer work and meet university transfer admission requirements. Transfer students should select an additional major, which must be outside W. P. Carey School of Business, when applying for admission.

Students with fewer than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice will be placed in the exploratory social and behavioral sciences program in the College of Integrative Sciences and Arts.

Students with more than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice will be prompted in My ASU to select a new major.
Change of Major Requirements

Students cannot change their major to this degree program. Students should visit the following W. P. Carey website, [https://students.wpcarey.asu.edu/degrees-and-advising/degree-programs/change-majors](https://students.wpcarey.asu.edu/degrees-and-advising/degree-programs/change-majors) to review change of major requirements for the concentrations of this program.

Students should refer to [https://changingmajors.asu.edu/request](https://changingmajors.asu.edu/request) for information about how to change a major to this program.

Transfer Options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use the Transfer Map search to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and help students save time and money in their college journey. Students may learn more about these programs by visiting the admission site: [https://admission.asu.edu/transfer/pathway-programs](https://admission.asu.edu/transfer/pathway-programs).

Global Opportunities

Global Experience

With over 250 programs in more than 65 countries (ranging from one week to one year), study abroad is possible for all ASU students wishing to gain global skills and knowledge in preparation for a 21st-century career. Students earn ASU credit for completed courses, while staying on track for graduation, and may apply financial aid and scholarships toward program costs. [https://mystudyabroad.asu.edu/](https://mystudyabroad.asu.edu/)

Career Opportunities

Students in this bachelor's degree program graduate from one of many concentrations in the W. P. Carey School of Business, and they should see those concentrations for career opportunities.
Contact Information

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